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From: SCARLSON--VCH0021A Date and time 20.10.93 08:41:14
To: MWINOKUR--VUS0212A Matthew Winokur TLATTANZ--DSVPMUSA T LATTANZIO

From: Stig Carlson
To : Ted Lattanzio
Subject: NORDIC CANCER UNION'S MEETING ON PARENTAL SMOKING
Ted & Gentlemen, the below summary by Tony is interesting reading. - It shows, for the 2nd time in Norway (the 1st was a Nordic council anti-meeting 1989) that we can effectively block heavy anti-smoking media impact by being represented in events which are originally rigged by the anti's to create attention.

My assessment was from the start that the key is to block the anti's from using direct misinformation, both in the area of science and in claims about alleged industry "misconduct".

Johan, I would appreciate a final summary including a cost analysis after approx 2 weeks.

Many thanks, Stig

*** Forwarding note from CGAGLIAR--VCH0021A 18.10.93 16:40 ***

To: MWINOKUR--VUS0212A Matthew Winokur SCARLSON--VCH0021A Stig Carlson

From: Anthony J. Andrade
Subject: NORDIC CANCER UNION'S MEETING ON PARENTAL SMOKING
AND CHILDREN IN OSLO

The Nordic Cancer Union's conference in Oslo was attended by between 55 and 60 people on the first day. Johan and Dr. Witorsch participated in the afternoon session and did extremely well considering the aggressive, often hostile, style of questioning.

The afternoon session began with a presentation on industry marketing and advertising practices by Dr. Alan Blum. Dr. Blum's presentation was entertaining and humorous. His presentation was built around slides of various alleged marketing and advertising violations by the tobacco industry with a special emphasis on Marlboro advertising. Dr. Blum's talk had virtually nothing to do with the meeting's topic of parental smoking and its effects on children. Interestingly, Dr. Blum was not terribly aggressive in his presentation nor was he openly hostile to Johan and Dr. Witorsch during the following panel debate.

Dr. Witorsch then followed with a presentation on the scientific studies addressing the issue of parental smoking and its possible health effects on children. Dr. Witorsch's talk was very technical and dry. He did a very thorough analysis of the relevant studies, and it was evident by the lack of questions following his presentation that no one at the meeting was knowledgeable regarding the studies most relevant to the subject of the conference. Dr. Witorsch's talk had the effect of "quieting down" the crowd prior to the panel discussion.

The panel discussion was chaired by Lottelise Folge, a Norwegian journalist. Mrs. Folge was extremely aggressive in her questioning and attacked Dr. Witorsch on the primary issue with her opening question. As the panel discussion proceeded, there were very few questions directed to the scientific content of Dr. Witorsch's talk. Most of the "questions" consisted of statements by antis on advertising to youth, the death and disease caused by smoking, etc. Most of these diatribes had little to do with the conference's main topic. In my opinion, Johan did a superb job handling questions regarding the marketing and advertising practices of Philip Morris. Johan also did an excellent job responding to ETS and primary issue

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10/21/93

To:
STIG CARLSON

Let's not
draw too many
inferences from
a conference
scheduled to have
"1000" people
and attended by
50/60. These
things are
always
dangerous.

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cc: ASA, KIP,
MSF

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questions when he could not gracefully redirect those questions to Dr. Witorsch. Dr. Witorsch also did a solid job handling the smoking health questions. Often Dr. Witorsch's responses were lengthy and convoluted; however, this resulted in the dissipation of the questioner's initial hostilities. There were also numerous questions of a personal nature directed to Johan and Dr. Witorsch. For example, questions were asked as to their personal smoking habits, if they would recommend smoking to their children or other family members, if they felt they were being responsible or ethical in assisting the tobacco industry in promoting products "known" to cause disease and death, etc. The environment was never hospitable during the panel debate. I would characterize it as vascillating between aggressive and hostile.

The most important factor, in my view, was that Johan and Dr. Witorsch retained their composure and responded calmly to all questions from the moderator, the panel members and audience. Dr. Witorsch had his personal integrity attacked by Dr. Jacobsen and Dr. Sanner; however, he remained calm and simply repeated that he had done in in-depth analysis of the relevant studies and felt that the data simply do not support the claims made about parental smoking and its effects on children.

Several panel members commented on the "courage" of Philip Morris to appear and participate in the meeting. Alan Blum complimented Dr. Witorsch on his scientific presentation and in an odd way defended Johan regarding an "ethics" question by saying that both Dr. Witorsch and Johan were doing what they had to do as representatives of Philip Morris and the tobacco industry. Dr. Blum's bottom line message to the conference was not to attack these individuals but to become more politically active in lobbying their elected representatives to vote for anti tobacco legislation and to vote with their pocket books by boycotting all Philip Morris products including chocolate, food products, etc.

In summary, the meeting went as well as could be expected given the topic and the forum. I felt Johan was particularly effective in getting our positive message points across regardless of the question put to him, and he clearly stated on a few occasions the company policy with respect to discouraging youth from smoking. Dr. Witorsch did a solid job, and his success can be attributed in large part to the fact that none of the antis seemed to have the slightest idea about the scientific literature in the area of parental smoking and children's health.

The panel discussion was scheduled to conclude at 2:15; however, there were so many questions from the audience that the program was not concluded until close to 3:15. We suggested to Dr. Witorsch that he not return for the second day of the conference as he and Johan had been more than generous with their time allowing the panel discussion to be extended for one hour thereby giving the conference participants ample opportunity to put their questions to "representatives of the industry".

At the conclusion of the panel discussion, Dr. Witorsch answered a few brief questions from a print journalist and Johan gave a brief TV interview to a Norwegian television crew.

Best regards.
Tony Andrade

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